

DRAFT Brief Descriptions of Catalog Items

Transportation Demand Management

Technical Work Group

This document provides brief descriptions of the policy options contained in the corresponding Transportation Demand Management (TDM) Technical Work Group (TWG) Catalog of Policy Actions. The catalog and these brief descriptions will be developed more fully during the project planning process.

TDM-1. BIKE AND PEDESTRIAN INCENTIVES

1.1 Promote Bike Share Programs and Opportunities

Promote bike share opportunities throughout the city by creating a bike share and partner with local business to expand bike share program throughout the city. Advertise bike sharing programs throughout the area to encourage participation.

1.2 Educational Outreach to Promote Safety among Cyclists

Encourage the community, through education, to create a culture where cyclists and motorists interact safely by partnering with community groups, City Departments and Transit to link buses to bicycles, promote bike events and awareness like Bike-To-Work day and Bicycle Rodeos.

1.3 Promote Health through Bicycle Programs

Implement fun, healthy bicycle programs to establish educational bike programs, partnering with health groups to establish exercise bike and walking and establish recreational bike programs.

1.4 Promote Cleaner Modes of Transport with Additional Way-Finding Signs and Maps

Promote cleaner modes of transport with additional way-finding signs and maps. Maps and arrows can be included on bike and walk trials. Additional information can be disseminated at information stations for bike and walk trials.

1.5 Increase Bike/Walk Trips with Improved Streets and Facilities

Increase the number of trips taken by walking or cycling by making streets more accessible and safe for cyclists and pedestrians; this can be accomplished by adding bike lanes and sidewalks. Offer bike friendly public facilities, transit, and shops through special route maps, increase bike rental locations and promote bike paths that circulate through popular tourist attractions and

provide connections to local cycling groups. Ensure direct access to destinations and continuity through connected facilities, which will encourage the use of bicycle and pedestrian facilities.

1.6 Promote Transportation Alternative by Third Parties

Promote transportation alternatives by third parties such as BikeStation, green bike program, bike rentals, and pedicabs. Distribute information regarding available options.

1.7 Bike Lockers and Other Secure Bike Storage

Many County facilities provide bike lockers, which range from caged areas that are electronically-controlled or box-type lockers. In general, new County building projects include areas for bike lockers.

TDM-2. COMMUTER PROGRAMS

2.1 Telecommute, Live-Near-Your-Work, and Compressed Work Week

Provide incentives to employers to provide such options as telecommuting, live near your work, and compressed work weeks to reduce automobile commutes.

2.2 Require Government Agencies to Use Telecommuting

Require the state government to offer telecommuting for appropriate employees, which would reduce work trips and provide a lead-by-example measure for public and private industries.

2.3 Telecommuting Centers, Support, and Incentives

Provide funding for regional telecommute centers and incentives for their use. These facilities vary in their details, but provide an office-type environment where employees can receive various levels of logistical support to telecommute.

2.4 Adopt Best Work Places for Commuters Policies

The state would adopt for state employees and provide incentives to other organizations to adopt the policies and programs as set forth by EPA's Best Work Places Program to reduce VMT associated with daily work commutes. For more information, please visit:
<http://www.bestworkplaces.org>.

2.5 Guaranteed Ride Home

Provide state funding to transit agencies and local jurisdictions to establish or expand guaranteed ride home programs, which encourage car pooling and transit use by providing a backup means to return home.

2.6 "Pay-As-You-Drive" Auto Insurance

The state would pass necessary legislation to allow, encourage, and support the provision of pay-as-you-drive auto insurance, possibly including state support for additional pilot programs. This

measure converts vehicle insurance from a relatively fixed annual amount (which varies little by mileage), to a mostly mileage-based rate.

2.7 E-Commerce Incentives

Provide a sales tax exemption for all e-commerce. Light-duty-vehicle trip reductions can be achieved through the use of e-commerce instead of traditional means of shopping involving passenger vehicle travel.

2.8 Encourage Alternative Work Weeks

Encourage alternative work week for City employees. This can include compressed work weeks: A compressed workweek allows the employee to work 40 hours in fewer than five days. The most widely used schedule is 10 hour days for four days a week. Another arrangement is called 5-4/9. This is a week of five nine-hour days followed by a week of four nine-hour days, and would give the employee a day off every other week.

2.9 Encourage Alternative Work Schedules

Encourage alternative work schedules that avoid peak and rush hour times and allow employees to work from home.

2.10 Commuter Choice Programs Bundle

Provide incentives for employers to offer Commuter Choice programs. These programs encourage employers to provide options, such as telecommuting, transit subsidies, pre-tax transit fare program, parking cash-out, and guaranteed ride home service, to reduce automobile commutes.

2.11 On-Site Day Care Centers

On-site daycare is occasionally provided by work places for employees. When available, this practice has the benefit of reducing the number of trips working parents have to make during the day. This reduces traffic volume and congestion.

2.12 Satellite Offices

Satellite offices allow for employees to work closer to their places of residence. Shorter commutes get motorists off the road faster, leading to decreased traffic volume and lower levels of vehicle emissions.

2.13 Encourage the Use of Vehicle Navigation Systems

Vehicle Navigation Systems use GPS tracking to provide directions for drivers. Most current systems combine a visual display with voice prompts. Motorists can use real time information to reach destinations, avoid traffic, and view local business establishments. Some systems also utilize the GPS as a vehicle locator when a car is stolen or missing. Ongoing efforts are attempting to link vehicle navigation systems with the goal of creating a cooperative network.

Under this proposed system, navigation systems would send trip data (e.g., current location, final destination) to a central database. This database would then predict future traffic patterns and send this information back to each navigation system. Such a network could reduce average driving time and overall traffic volume.

2.14 Promote Safety Program

Promote Safety programs to increase awareness of the public about safe commuting. A program can include manuals and information on improving Driver Decisions about Rights of Way and Turning, making the streets generally safer to drive in and safer for pedestrians and cyclists.

2.15 Telecommuting Bundle

Formalize and expand partnerships among public- and private-sector stakeholders to increase opportunities for wage and salary workers regionally to telecommute in lieu of daily commuting. Promote telecommuting to increase opportunities for wage and salary workers regionally to telecommute in lieu of daily commuting.

2.16 Develop Employee Shuttle Program

Create a shuttle system between offices, other agency offices frequently visited by employees and services not served by transit.

2.17 Dial-A-Ride

Offer a low-cost Dial-a-Ride service to seniors and disabled residents for transportation anywhere within a city, as well as to medical facilities and shopping destinations. Consider the expansion of existing service and other alternative forms of transportation for seniors.

TDM-3. PARKING MANAGEMENT AND PROGRAMS

3.1 Parking Cash-Out

Parking cash-out is a federal tax programs that allows employees to receive a cash payment as an alternative to receiving employer-paid parking.

3.2 Free Downtown Parking for Car Poolers

Provide free downtown parking for car poolers at municipal lots or through vouchers issued to car poolers or a subsidy to private parking operators.

3.3 Reserve Parking Spaces for High-Occupancy Vehicles and Car-Share Programs

Set standards for local jurisdictions to reserve parking spaces for HOVs and car-share programs. This program provides incentives for people who car pool or use car-sharing programs.

3.4 Parking Regulation in Suburban Areas

Enforce parking regulation and management of parking in suburban areas.

3.5 Preferential Parking for Low GHG Vehicles

A preference option to encourage buying and using low-GHG vehicles might be lower cost or more convenient parking at businesses and shopping centers.

3.6 Reduction in Required Parking

Allow for reduction in required parking for new construction that is clearly integrated with cleaner transportation options.

3.7 Require Village Employees to Park in Perimeter Lots

Require Village employees to park in perimeter lots. Parking lots will be designated for a specific permit. All vehicles parking on in these lots must be registered and display the appropriate hang tag in order to park in a specific lot.

3.8 Park-and-Ride Lots

Provide additional state funding for park-and-ride lots. This strategy will expand the construction of well-lit, police-patrolled parking locations for car poolers and others to interface with buses, light and heavy rail, and commuter trains in the state.

3.9 Parking Pricing Bundle

Set parking prices to equal or exceed transit fares. For example, set daily rates at least equal to two single transit fares, and monthly rates at least equal to a monthly transit pass. Avoid excessive parking supply. Use Parking Management to encourage more efficient use of existing parking facilities and address any spillover problems that result from pricing. Provide free or discounted parking to Rideshare vehicles.

TDM-4 RIDESHARING PROGRAMS**4.1 Car-Sharing Programs**

Provide funding or subsidies, and reserved parking locations, for the introduction/expansion of public or private car-sharing operators. This measure represents the introduction of hourly rental schemes, with vehicles available at numerous locations throughout the metropolitan area.

4.2 Attract Car-Sharing Companies

Attract car-sharing companies to the city especially in parking impacted areas to reduce the need for individual vehicles.

4.3 Encourage the Use of Van Services

Consider arrangements with private van fleets or other private services to facilitate transportation to and from train stations if transportation is not available or practical.

4.4 Encourage Car-Pool Programs

Encourage voluntary programs for residents within the city and for workers living outside the city to share rides and reduce the number of vehicle-trips. The city could both advertise the financial and GHG emissions advantages of car-pooling and set up a program to make it easier for potential ride-sharers to find each other.

4.5 Expand and Improve Rideshare Programs

Expand and improve rideshare program including parking incentive, park/ride, ride home.

4.6 Employee Van-Pooling Programs

Expand the provision for vanpool services in the region by encouraging employers to offer incentives, and develop policies that encourage employers to provide such services

4.7 Promote Rideshare Marketing Strategies

Maintain and sustain a regionally coordinated marketing strategy among the public and private sectors to enhance vanpool programs, increase ridership and improve outreach efforts.

TDM-5 TRANSIT PROGRAMS**5.1 Issue Free Bus Passes to Downtown Workers, Students, and Retirees**

Provide funding to transit agencies for free bus passes for those who work in congested downtown areas, students, and retired persons. Transit pass programs allow discounted or unlimited rides within a given time period or number of rides.

5.2 Transit Pricing Incentives Bundle

Provide a subsidy to transit agencies and universities to reduce their fares. This option would include various incentives that give discretionary travelers reasons to choose transit. This could include reduced fares (for populations [such as seniors] or for specific times [such as off-peak travel]) or offer discounts.

5.3 Expand Affordable Public Transportation Coverage

Develop and implement a policy, which expands affordable public transportation coverage to within one-half kilometer (1,640 feet) of all city residents by 2015.

5.4 Reduced Transit Pricing

Implement free or reduce transit pricing for selected corridors or customers, such as students or senior citizens.

5.5 Public Transit Coordination Bundle

Proactively promote the development of better public transit services through collaboration with regional and sub-regional transit planning groups as called for in the draft Mobility Element.

TDM-6 ADDITIONAL PRICING INCENTIVES AND DISINCENTIVES**6.1 Transportation Demand Ordinance**

Amend the trip reduction and Transportation Demand Management (TDM) requirements in the Zoning Ordinance to expand the area in which the requirements apply. Further, promote the use of the trip reduction and TDM measures as an optional strategy to mitigate traffic impacts caused by new development in other parts of the city.

6.2 Vehicle Miles Traveled Charge

The state would charge a tax or fee reflective of miles traveled by passenger vehicles. It would be collected through odometer audits at annual vehicle inspection visits or through global positioning system or similar systems as they become increasingly commonplace.

6.3 Increased Fuel Tax (With Targeted Use of Revenue towards Travel Alternatives)

Increase the state tax on conventional fuels. Revenues can be dedicated to fund transit and other transportation alternatives within a corridor or region.

6.4 Congestion Pricing

Implement and expand upon congestion pricing strategies and policies for the existing HOT lane and toll road systems to address congested commuter corridors.

6.5 Study/Develop Pricing Policies and Structures to Discourage Car Travel

Study the cost/benefit of implementing new policies to make the cost of driving reflect the full costs to society. Examples might include:

- Parking costs and road pricing systems that provide a disincentive for driving and in turn provide revenue for building infrastructure.
- Assessing a fee for employment uses that provide an excess of parking spaces, or that opt out of the employee transit pass program. Use revenue from this fee to fund transit.